It’s More Than Just Posting: How to Create an Effective Social Media Communication Plan

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Agenda

- Popular Social Media Platforms - What’s the value of each?
- Strategy vs. Tactic: What’s the difference?
- Content creation - What shall I post?
- Inside the Social Media Plan?
- The social media editorial calendar
Popular Social Media Platforms

What’s the value of each?
Facebook

- Monthly Users: 129,658,552 (as of March 2016)
- More than 1 billion people use Facebook daily
- 71 percent of American adults with access to the internet use Facebook
- 83.6 percent of Facebook’s daily active users are outside the U.S. and Canada
Twitter

- Monthly Users: 80,173,808 (as of March 2016)
- 23 percent of all internet users and 20 percent of the entire U.S. adult population use Twitter
- 50 percent of users visit or shop at the website of a small or medium business they follow
- 60 percent of users bought something because of something they saw on Twitter
- Monthly Users: 215,690,880 (as of March 2016)
- YouTube has over 1 billion users (almost one-third of all people on the internet)
- YouTube usage is up 40 percent since March 2014
Instagram

- Monthly Users: 400,000,000
- Daily users: 75 million
- 26 percent of adult internet users use Instagram
- 75 percent of users live outside of the U.S.
- Over 40 billion photos have been shared on Instagram
LinkedIn

- Monthly Users: 35,342,648
- Total users: 414 million
- 70 percent of LinkedIn users are outside of the U.S.
Pinterest

- Monthly Users: 66,933,192 (as of March 2016)
- 28 percent of adult American internet users use Pinterest
- A Pin on Pinterest has a half-life of 151,200 minutes
- More than 14 million articles are Pinned daily
Snapchat

- Daily users: 100 million
- Videos viewed per day: 7 billion
- “Millennials, a demographic marketers are spending 500 percent more to reach than all others combined, account for more than seven out of 10 Snapchat users.”
Strategy vs. Tactic

What’s the difference?
Strategy vs. Tactic

- Strategy = "What" you are going to do
- Tactic = "How" you are going to do it
Content Creation
What do I post?
Six Types of Valuable Content

1) Infographics
2) Interactive Content
3) Content that evokes strong positive emotion
4) Content with images
5) List posts
6) Newsworthy Content
Inside the Social Media Plan

What should be included?
Social Media Plan

- Purpose and Objectives
- Target Group(s)
- Research about Target Group(s)
- Resources available
- Tools (Tactics)
- Budget
- Results Forecast
- Roles and Responsibilities
- Evaluation
The Social Media Editorial Calendar
Reasons to use a social media editorial calendar

1) Organization

2) Accountability

3) Efficiency

4) Effectiveness
Step 1: Annual Overview Worksheet

- Birds-eye-view
- Broad chunking
- Holidays, events, contests, etc.
- Types of content
  - Blog posts, social media campaigns, videos
- Duration of the content
Step 2: Idea Worksheet

- Brainstorming session
- Specific kind of content
- Create a pool system
Step 3: Monthly Calendar

- Go-to workhorse for daily use
- Plan out content for each month
- Content responsibility
  - Who is writing what
  - When are they writing it
Keeping Your Social Media Calendar Full

1) Reuse messages (sparingly).
2) Curate content.
3) Write multiple messages promoting one article or link.
4) Remember, not every post may even need a link.
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